

D102,76113/6

June 1960



Recruiting

JOURNAL OF THE UNITED STATES ARMY



Young Musicians May Continue Professional Training in Army Bands

Major Clarence L. Mills, AGC
Staff Band Officer, CONARC

PROGRAM

"I learned ten times as much during my training at the U. S. Naval School of Music than I did from the various oboe teachers in the Chicago area with whom I have studied."

These are the words of PFC Albert Markel as he reported to the U. S. Continental Army Band, Fort Monroe, Virginia, to assume his duties as oboist. Young musicians will find unparalleled opportunities to further their musical careers while serving their country in a United States Army band. From the day of his acceptance by the Army as a member of a famous Army band at the location of his choice, the musician has one of the finest assignments offered! The gifted high school graduate or college man may secure a position as an Army bandsman in a band of his own choice (AR 601-228) by following this program:

1. AUDITION-----Nearest Army Bandmaster
Each candidate must demonstrate his performance ability to an Army bandmaster and receive a letter of qualification which he then takes to his local Army recruiter.
2. ENLISTMENT -----Army Recruiter
This part of the program consists of physical and other examinations and the enlistment formalities (AR 601-210). The enlistment agreement may be for initial assignment to an Army band of his choice or (if he wants to see the world) as an Army bandsman, unassigned. Our musician is now a part of the greatest Army in the world and headed toward duty with a famous United States Army band.

3. BASIC COMBAT TRAINING-----Training Center

Each bandsman recruit learns to defend himself in a combat situation. This training is eight weeks in length and is conducted at one of several Training Centers in the United States.

INTERMISSION

(two weeks leave at home)

4. ADVANCED INDIVIDUAL TRAINING-----U. S. Naval School of Music
The bandsman enlistee travels to the U. S. Naval School of Music in Washington, D. C. where he is given private and class instruction on his instrument and in theory, harmony, and other music subjects. There he will find a

(Continued on page 17)



THE U. S. CONTINENTAL ARMY BAND, Fort Monroe, Va., in honor guard formation. CWO Alexander T. DiFronzo, commanding.



RETREAT AND LOWERING OF THE NATIONAL COLORS at Fort Monroe, Va. U. S. Continental Army Band plays for the ceremony.

did you know?

by the editor . . .

They called them "underclothes" in Revolutionary War Times, but they were really pantaloons. It was not until 1796 that they attained the dignified term "breeches."

Soldiers of the Continental Army boasted as wide a variety of nether garments as the veriest Beau Brummel. Some of Washington's men wore white breeches; others wore buff colored ones, or breeches of natural colored buckskin. Some embattled farmers took to the field in their homespun working garb.

In 1799 the uniforms which up to that time had been patterned after the French were changed somewhat, and breeches gave way to tight pantaloons which reached to the quarters of the shoes.

In 1813 a longer step was taken toward the military dress of today. Trousers, blue for winter wear and nankeen for summer, were issued to foot troops. The Dragoons were given white cassimere or buckskin for parade, and dark blue for service wear. At the same time, knee-breeches with yellow buckles were authorized for wear on social occasions "when etiquette required."

Just before the outbreak of the Mexican War the grey dress uniform made its appearance, to be abandoned by the Regular Army shortly after the conclusion of this war. This is the uniform still worn by the cadet corps of the United States Military Academy at West Point.

Important changes were made in the Army uniform in 1835, which introduced blue colored trousers, with seams and cords on the outside seams of the color indicative of the respective branches of the service. These were done away with by the Regular Army in 1917.

During the War with Spain cotton khaki trousers were authorized and worn, these trousers later being changed to breeches. Then came the olive drab woolen and khaki breeches and trousers.

After this came the Modern Army Green of today.

Recruiting

RECRUITING JOURNAL OF THE
UNITED STATES ARMY

Published monthly under supervision of
Publicity Branch, Military Personnel Pro-
curement Division, The Adjutant General's
Office, Department of the Army, for the
U. S. Army Recruiting Service.

The printing of this publication has been
approved by the Director of the Bureau of
the Budget, 19 December 1958.

Address all mail to: The Adjutant General,
Department of the Army, Washington 25,
D. C.; Attn.: AGSN-P (Recruiting).

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Deadline—photos and articles—
5th of each month

Vol. 13 June 1960 No. 6

Relative Standings Reenlistment Competition July 1, 1959 thru March 31, 1960

ZI Armies and MDW	Standardized Immediate Reenlistment Rate
1—Third Army	39.2
2—Second Army	39.1
3—Sixth Army	37.7
4—Fifth Army	35.4
5—Fourth Army	33.5
6—M.D.W.	33.5
7—First Army	32.5

Technical Services Corps	Standardized Immediate Reenlistment Rate
1—Quartermaster	45.9
2—Transportation	36.6
3—Chemical	34.9
4—Medical	33.8
5—Signal	31.3
6—Engineer	30.1
7—Ordnance	28.9

Source: RCS AG-219

Postal Regulations— RPC Shipments

In response to questions from the field on postal weight requirements for packaged books and similar materials, the following information has been obtained.

Postal regulations allow RPC three weight requirements for shipment of materials. A 70 lb. per package limit is allowed for books (16 or more bound pages when the packages are marked "Book Rate" or "Educational Material"). For postal zones 1 and 2, RPC is authorized a 40 lb. limit per package. For other zones, a 20 lb. limit.

To avoid possible confusion on the part of packers, RPC ships material in 20 lb. packages, or in packages up to 70 lbs. marked as "Book Rate."

Have You Received?

Change to AR 601-210, by message April 29, 1960. Men with dependents enlisting or reenlisting in grades E-1 through E-3, the EST score being changed from 37 to 33 and men with dependents enlisting or reenlisting in grades E-1 through E-3 the AFQT percentile score changed from 65 to 50.

Change 3, AR 601-210, Par. 12, authorizes extension of six year enlistment for periods of 3, 6, 9 or 11 months.

Change 6, AR 601-275, bringing the mandatory prerequisites for female personnel in line with requirements for male personnel who are tentatively accepted for recruiting duty.

Compensation Overpayment

It has been reported by the Veterans Administration that overpayments of compensation and pension benefits are still being made to veterans who return to active military service.

In view of this, all RMS commanders should insure that all items listed on the Standard Form 89 are thoroughly checked. In those cases where the veteran indicates he is drawing compensation, he should be advised that *he must* waive such compensation if he elects to enlist in the Regular Army, and that a waiver of the condition for which he is drawing compensation must be approved by the Department of the Army.

An applicant who is a veteran and who draws compensation, should be advised that upon separation from military service he may resubmit a claim for such compensation as may be due him.

Failure on the part of the veteran to sign such a waiver will automatically disqualify him for enlistment.

Attention is invited to Pars. 9d, 28, 49, and 50c, AR 601-210.

Special Forces

It has come to the attention of The Adjutant General, Department of the Army, that eligible enlisted men desiring assignment to Special Forces organizations are being denied such assignment due to apparent lack of information concerning proper administrative procedures.

Those Army career counselors, personnel officers, and Army recruiters who are not fully cognizant of the procedures for obtaining Special Forces assignment, should read Par. 6, AR 601-245, which provides criteria for prior service personnel to reenlist directly for assignment to either the 1st, 10th, or 77th Special Forces Groups, and AR 611-62, which provides criteria for inservice personnel to apply for assignment to Special Forces.

Are you planning to RE-UP Army? See newly issued AR 601-215 (17 Mar 60) which outlines RA enlistment and reenlistment options.

WHEN CHANGING ADDRESS, please give us both your OLD and NEW addresses. If you wish to discontinue receiving this publication, or wish to increase number received, make your request to address shown in Flag on page 2.

Double Play by First U. S. Army

Boston Travel and Sports Show

The largest Army display in the history of Boston was seen by thousands of people during the Boston Herald-Traveler Travel and Sports Show in the Commonwealth Armory. It was designed by the Army Exhibit Unit, Cameron Station, Virginia, and its participation in the show was coordinated by the Boston USARMS.

Both newspapers, the Herald and the Traveler, plus their affiliated radio and television station WHDH, played up the Army display as the feature of the show. Even Liberace, the show's "name" performer, recommended seeing the Army display.

As spectators stopped to examine the modern Army equipment and watch the continuous films, they were greeted by Army recruiters ready to elaborate on the new developments in the Army and to explain the Army enlistment opportunities.

An outstanding "gimmick" in the display was a small suitcase with a gyroscope inside it. When the gyro was turned on, the suitcase would writhe and rise to resist a person's effort to turn it. Everyone in the crowd was anxious to try it.

The exhibit also featured "STRAC" and "This is the Army" displays, a mechanical mule, ribbons and decorations, radio helmets and many smaller animated displays.

The president of the Boston Herald-Traveler Corporation, Mr. Robert B. Choate, said, "The Army put together the best military display that I have ever seen. It was definitely a highlight of the show."



SOME OF THE 75,000 Bastonians who attended the Herald-Troveler Travel and Sports Show examine the new Army equipment in the Army Exhibit Unit recruiting display. With the display are (left) MSgt Charles Deso, Cameron Station, Va., and MSgt Edmond Santos, Boston Army recruiter.

Portland Sportsman's Show

Over 40,000 sportsmen of all ages were introduced to the new NATO rifle and machine gun at the Army Recruiting Exhibit at the annual Sportsman's Show held in the Exposition Building in Portland, Maine. It was the first public showing of the new M-14 rifle and M-60 machine gun in the New England area, and proved to be the second ranking attention-getter of the show. The most popular exhibit was a skin diving exhibition.

Augmenting the new weapons in the Portland USARMS exhibit was a display of old weapons, which will be made obsolete by the M-14 and M-60, as well as displays of a rocket fuel handler's suit; combat uniform, complete with shrapnel glasses and armored vest; arctic clothing; the new WAC green uniform; skis; an arctic; a sleeping bag; and a large display of Ordnance items by the 65th Ordnance Detachment (EOD) from Fort Williams, Maine.

The new weapons, which were supplied by Post Ordnance at Fort Devens, Massachusetts, and demonstrated by SP5 Clifford R. Smith of Fort Devens, captured the attention and interest of all visitors to the show.

Proof of the value of the recruiting exhibit came at the end of the show when the promoter asked if it would be possible to obtain the same display for two other shows he is putting on in the State of Maine this coming summer.



BACKING UP and augmenting the display of the new NATO rifle and machine gun in the Army Recruiting Exhibit at the annual Sportsman's Show in Portland, Maine, are monikins arrayed in a rocket fuel handler's suit and combat uniform, complete with shrapnel glasses. On the floor behind the new weapons is a display of old weapons.

Theme of new WAC Officer material arriving soon...

"Selected for Success"

A two-color, four-page direct-mail folder and a full-color, 48-page brochure will be distributed this summer for use in both the WAC Officer Direct Commission and the College Junior Programs.

The folder, which fits a standard letter-size franked envelope, has been designed as a direct mail piece for college juniors and seniors, as a follow-up letter for those who have completed the junior summer program, and as a means of reaching the college graduate-working populace. Also, it is the "teaser" to assist in the effective distribution of the brochure.

Recruiters have indicated they can obtain college junior and senior class lists and also, frequently, graduate lists. This direct-mailer may be folded to address

either market, the undergraduate or the graduate, and may be personalized by writing a message on the MEMO TO-FROM slip which accompanies it. No instructions for use will be distributed with the mailer, so in order to get the maximum mileage from this instrument, it is recommended that WAC Selection Officers take note of the following suggestions.

Of the four panels of the folder (mailer), two are concerned with college juniors, two with graduates. A headline appears across the top of the first page of each section, with art directly below it, followed by copy for the remainder of the page, and on the reverse side of the page. The mailer should be folded so the message is applicable to the individual

who will receive it; i.e., if the prospect is an undergraduate, then that headlined page is the "front page." The MEMO slip, with the prospect's name, the recruiter's name, followed by the personal message, should be paper-clipped on this "front page," and *positioned so the top of the MEMO is directly below the headline, and the art is covered entirely.* The usable writing space of the MEMO is 3½ x 3½". It was designed for making the briefest of friendly comments, or as space to indicate when the recruiter would be at the college in the area, or to remind a prospect who has completed the junior program that the direct commission awaits her (this would be folded to the college graduate "front page," of course, since

FRONT PAGE OF DIRECT-MAILER WHEN FOLDED TO ADDRESS DIRECT COMMISSION PROSPECTS

FRONT PAGE OF DIRECT-MAILER WHEN FOLDED TO ADDRESS JUNIOR SUMMER PROGRAM PROSPECTS

college graduates...



MEMO TO: _____
FROM: _____

Still looking for a challenging job...the special one you really want?

If you're a young lady with a job that doesn't measure up to your college degree, find a pencil and do a little comparison shopping. It's easy—and might make a marvelous difference to your future. Ready? Okay, turn the page and you're on your way!

(DON'T FORGET COUPON ON OTHER SIDE!)

MEMO PROVIDED FOR RECRUITER'S PERSONAL MESSAGE, TO BE PAPER-CLIPPED OVER THE "FRONT PAGE," AFTER THE MAILER HAS BEEN FOLDED TO APPLY TO THE ADDRESSEE. MEMO SHOULD BE DIRECTLY BELOW THE HEADLINE, AND COMPLETELY COVER THE ILLUSTRATION WHEN POSITIONED PROPERLY ON EITHER "FRONT PAGE." (THESE ARE NOT REPRODUCTIONS OF THE FINISHED ILLUSTRATIONS.)

Every girl knows the secret of a perfect fit...



**What's it like to be an Army officer?
College juniors can find out during
a 4-week preview of life in the
Women's Army Corps...**

It's no news to you—or any girl—that the best way to find out if something fits is to *try it on*. Now wouldn't it be wonderful if you could apply this wardrobe wisdom to job-shopping? Well, you can!

As a college junior, you're probably wondering about the job you'll look for next year—after graduation. Wondering if you'll be able to translate your education into personal success. Wondering what certain jobs are like—and whether you'll like them. Wonder no more! Here's a job you can try on for size this very summer—*before* you graduate.

Each year, a very limited number of young college women are selected for the *WAC Summer Program for College Juniors*. This 4-week program gives you a candid preview of life as a WAC officer. Why the program? To help you decide whether to apply for an officer's commission after you graduate—and to help the Army evaluate your potential as a WAC officer prospect.

*RETAIN FOR SUGGESTED USES MEMO

she is no longer interested in the junior program). Combining the two programs in one folder was done to obtain a maximum market, anticipating that there would be a "pass-on" value.

A coupon is printed on the reverse side of the MEMO for requesting the new brochure, entitled "Selected for Success," with return address to TAG, ATTN: AGSN. When received in Department of the Army, a letter signed by TAG will be forwarded to the prospect, with the information that the recruiter nearest her will insure that she receives her copy of the brochure. The coupon will be forwarded to the proper RMS at this time, and mailing or delivering of the new brochure provides a local contact.

"Selected for Success" is an expensive, prestige item, and it should not be considered as a handout. It is designed on a horizontal axis, 7" high and 9" wide. The covers (front and back make one picture) and the left-hand pages which divide the many sections of the book are ektachrome photographs. A two-page spread of ektachromes taken in Europe is in the middle of the brochure. The photography is balanced by art on the right-hand pages, and small cartoon-type pieces of art depict the jobs in the "Career Notebook." (Sorry, no material on this booklet was available for photographing at this time.)

This brochure should be reserved principally for actual prospects, to answer requests from the mailer, or to give with an interview after it is determined there is a genuine interest. It is anticipated that the mailer will be a means of reaching a greater audience than before, and that coupon responses from it will provide an interest thermometer, a live prospect file, and a distribution control system.

Dignity in Photos

The swearing-in of an enlistee or re-enlistee should be a solemn occasion.

It befits all present, as the Oath is administered, to conduct themselves with military bearing and to see that formalities are observed.

If the old military cliches of "chest out, belly in," or "wipe that smile off your face," are proper in other formations, most certainly they should be thought of when the Oath is taken.

This is being brought to the attention of PIO's, recruiters and military photographers, as this publication cannot use photographs that will bring criticism on the Service.

Broken Promises May Haunt You

The greatest pitfall in recruiting and the one that can cause inestimable damage to the Army is the seldom, but, nevertheless, too frequent "broken promise" made by recruiters. A recruiter who misrepresents in his sales talk the product he is merchandising does a great disservice both to the prospect, the Recruiting Service, and the Army.

The same can be said of proselyting those who can continue their schooling after receiving their high school diplomas.

Don't do it.

Do-It-Yourself Brochure By Arizona Recruiter

Written specifically for the high school graduate and senior is a practical and professionally written brochure prepared by SFC George W. Miles, Army recruiter, Bisbee, Arizona, recruiting station.

The brochure opens with a letter from Sergeant Miles to the senior, and follows with fingertip facts he will want to know about the "Graduate Specialist Program," the "Choose-It-Yourself" vocational training system, ARADCOM enlistments and on-the-job training, the Army and Education, qualifications for enlistment, officer opportunities, and service obligations.

This artistically designed brochure quickly and simply answers many of the questions most prospective enlistees ask about enlistment in the Army. It is sufficiently detailed to be used as a text by recruiters, and it is suggested that RMS commanders write Sergeant Miles for a copy. (Ed's note: That's our suggestion and it is possible there are not enough copies to pass around as the brochure is being reproduced only for use by all Army recruiting stations in Arizona.)

The concise information the brochure contains is well written and those interested in writing up their own pamphlets and brochures will find this one useful as a guide.

Half a Thousand



Sgt Helen P. Leard (right), WAC recruiter from Boston, watches her 499th and 500th enlistments being sworn into the Women's Army Corps on the Betty Adams' WBZ-TV "Today At Home" show. Ruth U. Marlond and Mary G. Willett (hands upraised), receive Oath of Enlistment from Lt Jo Ann Sizemore (center), WAC recruiting officer, Boston, as color guard from the Boston Army Base area stands at attention, and Betty Adams (second right) looks on. Sergeant Leard has been recruiting in the Boston area for over eight years and is currently covering North Shore.

THE ADJUTANT GENERAL
Department of the Army
Washington 25, D. C.
ATTN: AGSN

Mail Today!

I want to know more about a world-traveling, executive career as an Army officer. Please send me a free copy of *Selected for Success*—48 pages of Women's Army Corps officer information fully illustrated in color.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

COLLEGE _____

CLASS OF _____ MAJOR _____

COUPON ON REVERSE SIDE OF MEMO

RE-UP ROUND-UP

There is no way of determining just how widely this column is read by reenlistment personnel in the field, or whether the column is filling a definite need. Response to request for ideas, suggestions and contributions has been light so far, and we once again solicit your participation. Write to the column if only to present your views on its value.

Among the contributions received by Re-Up Roundup, none has been more heartwarming than the suggestion for a new Career Counselor badge submitted by PFC Judith Ann Harris of the Reenlistment Section, Oakland Army Terminal. Private Harris is not a Career Counselor. She is involved in the day to day routine of typing the myriad forms and correspondence generated by the busy Reenlistment Office at Oakland Terminal. She was, nonetheless, interested enough in the Reenlistment Program to take the

time to draft a suggestion for the badge—and a good suggestion it was. Re-Up Roundup thanks Private Harris for her interest.

With the expected availability of new funds for fiscal year 1961, several major reenlistment projects are due to move into the production stage. Of these projects, the most important are the motivational film for officers and non-commissioned officers, and the new Army Career Team Presentation Kit. Script for the motivational film is in the final review stage at Department of the Army and should be ready for production early in the new fiscal year. About 30 minutes in length, the film departs from training film format in that it delivers its message by telling a story. Taking a typical young 1st term as the subject, the film depicts the events which cause this young man to decide against reenlisting. It will be shown to all

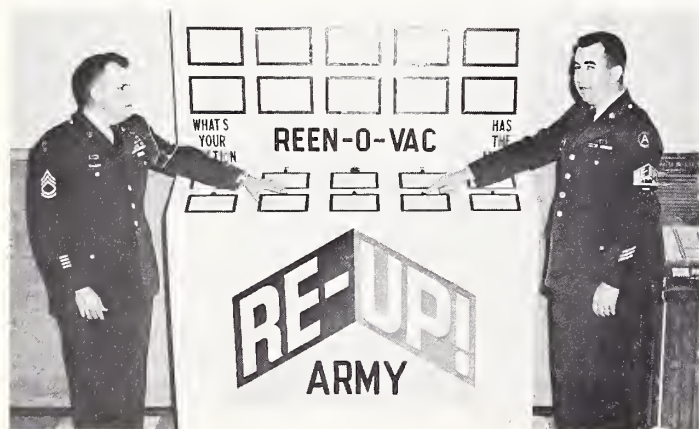
officers and NCO's as a means of emphasizing the importance of the human factor in obtaining a favorable reenlistment decision.

The ACT kit is now in the script and rough art stage. Upon completion, it will consist of approximately 30 Vu-Graph slides, with script and carrying case. The actual presentation will be reduced to about 20 minutes to allow time for a 40-minute question and answer session in the course of the usual one hour block of instruction. Personnel responsible for giving the presentation will be required to become proficient in the Vu-Graph technique.

From Fort Lewis, Washington, via the Sixth U. S. Army "Prospector," comes an excellent idea for a new type of Reenlistment Interview. Originating with the North Fort Artillery Reenlistment Office, the new interview, called the "Family Interview," was started as a means of selling married AUS and RA 1st termers on an Army career. During the course of normal career counseling, it was found that about 70 percent of the married AUS personnel were undecided about reenlistment due to the fact they thought their wives were against it. It was decided to bring the applicant and his wife together with the Career Counselor in a "family" situation to discuss Army benefits. Bringing the wife into the picture has paid off nicely in substantial increases in the reenlistment rate for married 1st termers. Credit for the idea goes to SFC Thomas B. Williams, career counselor for the North Fort Artillery units.

That closes out the column for this month. Remember—Re-Up Roundup needs your participation to best serve your needs.

They've Got All the Answers



SFC Alonzo M. Walden (left), Post reenlistment supervisor and Sgt Stanley E. Francis, Post reenlistment sergeant, Fort Stewart, Ga., try out their Reen-O-Vac, the question-and-answer machine they designed and constructed, which is now officially installed at the PX Snack Bar. By pressing the switch next to a question, the inquirer turns on a 100-watt bulb that illuminates the corresponding answer panel. The questions may be changed periodically to provide the latest re-up information.



SFC Joseph A. Staveckas, career counselor of Fort George G. Meade, Md., points out one of the RECAP signs now being displayed on the Post. Capt Thomas L. Darmer, Post reenlistment officer, arranged with Lt Col Richard C. McGarvey, Post Special Services officer, for the use of the attractive athletic event schedule boards during off seasons. Career counselors report many queries from interested RA 1st termers and US personnel as a result of the signs.

USARADCOM Crusader of the Year

Knowing each soldier, understanding his problems and goals, and personally working with him to help plan for the future are keys to the success of the United States Army Air Defense Command's top career counselor: MSgt Raymond A. Gignac of the 56th Air Defense Artillery Brigade, Fort Banks, Massachusetts.

Sergeant Gignac recently was selected as the first winner of the Commanding General's Crusader of the Year Award, which was presented to him at U. S. Army Air Defense Command Headquarters, Colorado Springs, Colorado, by Lt General Charles E. Hart, the Commanding General.

The ceremony was the highlight of several days spent by Gignac, as part of his prize, in the famed Pikes Peak Region, location of headquarters for the North American Air Defense Command and its various U. S. and Canadian component commands, including USARADCOM.

The Crusader of the Year program was established by General Hart last year to give further impetus to an ever mounting effort by USARADCOM to build an "all-volunteer" force. Sergeant Gignac was selected from ten semi-annual regional Crusaders who had been designated as the outstanding career leaders in their own areas during the first and second halves of the year.

Emphasis of the awards program is based on the leadership demonstrated by each person, career counselor or other person, who has done most to bring about a high reenlistment rate.

Sergeant Gignac was also winner of the 1st Region, USARADCOM Crusaders Award, presented to him during ceremonies at Fort Banks, by Brig General Robert Hackett, commanding general of the 56th Air Defense Artillery Brigade, which defends Boston and Providence from air attack.

During 1959 Gignac's brigade won permanent possession of the 1st Region, USARADCOM, Reenlistment Plaque for having the highest reenlistment rate for three consecutive quarters. This was the first time the plaque has been retired permanently.

How does an outstanding career counselor go about achieving such success?

Sergeant Gignac states flatly that it can't be done without a lot of people working together. He credits his Commanding General with giving the program tremendous impetus. General Hackett served throughout the year, according to Gignac, as the brigade's reenlistment officer. First Sergeants in all units of the 56th Brigade played an all-important role, as Gignac points out, in retaining "the best qualified soldiers in our command."

"I'm only the supervisor. The people who should get the credit for this award are the career counselors," Gignac said.

Once a month the brigade holds a "First Sergeants Roll Call," attended by all career counselors and every interested person from General Hackett on down, to review progress and help work out a continuing plan to keep the career program rolling. Wives are invited to participate in the discussion.

The Roll Calls have come up with solutions to problems affecting morale, and with ways and means of carrying the story of Army service benefits and advantages into the soldier's home.

The reenlistment program of the brigade doesn't begin for each man when he reaches 90 days of separation, according to Gignac; it starts the day the man arrives at the brigade and continues until he leaves.

General Hackett meets every soldier who is reenlisted.

From the beginning, career counselors contact each new man and seek to reach him on a personal plane: not strictly on re-



MSGT RAYMOND A. GIGNAC receives the first annual "Crusader of the Year" award from Lt General Charles E. Hart, commanding general, USARADCOM. Sergeant Gignac was flown to the command's national headquarters in Colorado Springs, Colo., especially for this occasion.

enlistment matters, according to Sergeant Gignac, but on the basis of the man's problems.

"That's the only way to reach the man," Gignac states.

Counselors are available by appointment each evening and regularly on Tuesdays and Thursdays, from 6 to 9 p.m. to give each man an opportunity to come in with his problems and to discuss his career plans.

Whenever a soldier does leave the brigade, Sergeant Gignac reviews the case thoroughly, going over the man's attitudes to find out why—and to determine, if possible, whether something could have been done to change his mind.

Before Sergeant Gignac joined the brigade as senior career counselor early in 1959, the 56th Brigade's reenlistment percentages were running well below average. For example, it was 7.9 percent for the last three months in 1958. Gignac's impact on this rate came after he had made survey visits to all subordinate organizations and set up a series of reenlistment talks within the Boston-Providence and Loring defenses. These first talks continued through February and resulted in many personnel interviews.

Slight increases in the reenlistment rate were noted in January and February, when the rate stood at 16.9 percent. Then in March the rate jumped to 33.3 percent. For the April-June quarter the brigade's reenlistment rate soared to 47.3 percent—high enough to win the 1st Region, USARADCOM, reenlistment plaque.

After this, with slight variations, the reenlistment rate rose steadily, winning another quarterly plaque, and achieving record percentages.

Career counselors assisting in the 56th Brigade's effort included SSgt Hubert Cheatham, Headquarters, 56th Brigade; MSgt Raymond Stotts, 15th Air Defense Artillery Brigade; MSgt Lawrence Clews, 11th Air Defense Artillery Group; and MSgt Vincent LaFlamme, 3d Missile Battalion, 61st Artillery. Sergeant LaFlamme established, during the year, one of the highest reenlistment rates of all the isolated areas within the U. S. Army Air Defense Command.

New York USARMS Publicity Campaign Reaches Vast Audience



SCENE OF ARMY'S CIRCUS EVENT was Times Square, crossroads of the world. Huge signs which encircled the Times Square recruiting booth were pointed and erected in 24 hours by Recruiting Publicity Office of New York USARMS.



CAPT NORMAN W. MERRILL, recruiting publicity officer, watches as Radio Station WADO announcer begins broadcasting Modern Army information from the remote broadcast in the Army's recruiting bus. The bus traveled to three recruiting stations in New York.

The approach of the end of the school year marked the beginning of the New York City USARMS High School program, the purpose of which was to acquaint all the high school graduates of 1960 with the careers and opportunities available in the United States Army.

A diversified and integrated program of dissemination of information and publicity was organized to reach "the widest audience possible, using all the media at the disposal of the Recruiting Publicity Office of the New York Main Station."

The campaign was composed of special events, dissemination of literature to every high school graduate, and broadcasting of

radio spot announcements and special information through the facilities of, and with the cooperation of all the radio stations in the New York area.

Special Events Inaugurate Program

On April 8, 1960, at high noon in the heart of Times Square, the New York USARMS's High School program was officially opened with a special one hour performance of the "greatest show on earth." For the first time in its history, the Ringling Brothers and Barnum and Bailey circus performed on the sidewalks of New York for an estimated midday crowd of

5,000. Jugglers, unicyclists, acrobats, trampoline stars, clowns and lovely girls charmed spectators, reporters and cameramen alike. Not only was the crowd entertained, but information about the "Graduate Specialist Training Program" was broadcast over loudspeakers set up around Times Square.

This unusual event not only garnered personal contact with New Yorkers, but was also filmed by television newsreel cameramen and broadcast on special evening news shows. An estimated viewing audience of 10 million people saw the RMS's special event on all the major networks.

(Continued on opposite page)



AFTER THE SHOW, two of the clowns who entertained are given helping hands by the Armed Forces Police as they pose for a "formal" portrait at the Times Square recruiting station.



UNICYCLIST-ACROBAT-JUGGLER performs for pre-show crowds which began building up long before the 12 noon starting time. Military Police from the Armed Forces Police Detachment in New York were on hand to keep order, but the large crowd — 5,000 at the height of the show — was "A-One." Applause and laughter but nothing more. New Yorkers are always a terrific audience.

Radio Station Makes Broadcast

The second special event to bring the High School program to the public was the week-long remote broadcasts delivered by radio station WADO from the RMS's mobile recruiting bus. Through the efforts of Capt Norman W. Merrill, recruiting publicity officer of the USARMS, broadcast facilities were installed in the mobile recruiting bus, and during the week of April 18-23, Radio Station WADO broadcast continuous radio spot announcements, special interviews with recruiting personnel, and gave the listening audience commentaries comparing the Modern Army with the Army of a few years ago. Music, news and the 1960 High School program were broadcast from three recruiting stations in the New York area. The first two days of the broadcast came from the Fordham RS in the Bronx; then the mobile bus traveled to the Albee Square RS in Brooklyn, and wound up the unusual event with a two-day "TDY" in the heart of Times Square at the RS at 43rd Street and Broadway.

Graduates Receive Mail-Backs

To augment the visual and audio phases of "Operation Choice," the Recruiting Publicity Office of the New York USARMS created a series of mail-backs to be distributed by each recruiter to the high school graduates in his particular area. Not only did this enable young men and

women to receive literature and other information, but it gave the recruiters a complete list of names and addresses of qualified high school prospects. One of the mail-backs was titled "Books, The Modern Weapons For The Men of Tomorrow," and highlighted the Army's superb technical schooling and training available under the "Graduate Specialist Training Program." The second mail-back was for the distaff side of the 1960 graduating class. The subject of the female mail-back was the Women's Army Corps; "Suit Yourself" was the title and it detailed the clothes, careers, assignments and opportunities available to qualified young women in the Women's Army Corps. One recruiting station sent out 500 of these mail-backs and within two days had received 100 replies. Recruiters and main station personnel believe this to be an extremely effective means of recruiter-prospect contact; and this phase of the campaign was adjudged completely successful.

Radio, TV and News Coverage

As an added feature of the all-out publicity campaign to reach the New York public with all the information about the Army's fine opportunities for high school graduates, radio spot announcements were distributed to all the radio stations in the New York area, each station delivering spots for the particular recruiters in that area.

To augment this portion of the campaign, a letter to the program director of every station was signed by Lt Col George W. Hutchinson, commanding officer of the New York USARMS, accompanied by official transcribed spot announcements from the Department of the Army. In this letter, Colonel Hutchinson emphasized the importance of the Graduate Specialist Training program and requested the widest use of these transcribed spot announcements on the air.

Periodic checks of the stations in the area showed that the transcribed spots were used extensively along with the "special" spot announcements prepared by the Recruiting Publicity Office of the New York USARMS.

Special news releases dealing with individual training courses were published by all the leading newspapers in the New York area. At the same time, coverage of the special events presented by the New York USARMS brought the High School program to more than six million readers of the New York newspapers.

Proof of the pudding, or in this case, publicity, won't be final until the end of the school year, and tallies in the individual recruiting stations have been taken. However, the initial reaction to the extensive campaign carried on by the New York USARMS indicates an overwhelming success for the 1960 High School program in New York.

On the High School Bulletin Board



Rochester, N. Y., recruiters conveyed their recruiting messages through these simple but effective devices. The displays were an view at the Greece Olympia High School and gained the plaudits of the guidance counselors. Mr. Richard Hasman, junior boys' guidance counselor, looks over "Your Career in the Service" while Miss Sybil Bishop and Miss Genevieve Van Nest, junior and freshmen girls' guidance counselors, admire WAC publications.



How to Speak a Speech That Will Win You Friends

1. Get attention by your posture and your manner of delivery. Be natural, but smart, by directness and good appearance.
2. Emphasize your "headline phrases" by emphatic tone of voice and by repetition if necessary. Remember that radio and television ads often spell out trade names or telephone numbers. Make sure your audience knows what you're spelling.
3. Talk directly and distinctly to your hearers. Don't mumble and you won't fumble. Make sure the fellow in the back row can hear you. Perhaps he came in late, but he may be your most important auditor.
4. Use gestures sparingly. You don't have to flail your arms or bang the table to make your points. The power that counts is the message that gets across, not the sweat you work yourself into. Keep your gestures simple, few and meaningful.
5. When you're through, stop. Have your ending well-prepared. Memorize it if necessary. And when you've said it, don't start a second time.

DID YOU KNOW?—125,000 soldiers finished 360,000 courses under the Army's off-duty educational program last year. Courses ranged from elementary level through advanced college work.

Remember, your promotion won't become effective until you do.

Hele - Hawaii

(Ga)

The travel appeal of Army life was brought home to Iowans recently when Des Moines USARMS conducted Fifth U.S. Army Recruiting District's first group enlistment for Hawaii with appropriate publicity.

Capt John V. Wilkes, USARMS commander, welcomed the 27 young men of Des Moines who enlisted for assignment to Hawaii, their parents, and a number of guests.

Principal speakers were Col James N. Shigley, Fifth U.S. Army Recruiting District commander, and Mr. Ray Stiles, com-

mander of Sixth District, Iowa Department of the American Legion. Mr. Stiles presented a flag of the State of Iowa to the enlistees to deliver to the Hawaiian Department of the American Legion, which plans to meet the Iowans upon their arrival in the newest State of the Union.

Miss Rene Masumoto, a native of Hawaii and student at Drake University, read a letter of welcome to the enlistees from Governor William F. Quinn of Hawaii, and other Hawaiian students at Drake placed leis on the enlistees, in keeping with the custom of welcoming people to their state. Hawaiian music was then played to entertain the entire group until dinner, an authentic Luau dinner which was served in the USARMS dining room at Fort Des Moines.



THE COMMANDER, Sixth District, Iowa Department of the American Legion, Mr. Ray Stiles, speaks to the 27 Iowans who enlisted for assignment to Hawaii. Also present were parents and guests. On the speaker's platform (left to right) are: Capt John A. Wade, Fifth U. S. Army recruiting publicity officer; Col James N. Shigley, commander, Fifth U. S. Army Recruiting District; Mr. Al Faber, editor of the Iowa Legionnaire newspaper; and Lt Milton Craddock of the Des Moines USARMS.

Convention Display



This Army Nurse Corps booth, furnished by the Los Angeles USARMS, was displayed at the Statler Hotel during the California State Nurses Convention.

Advance Proof

The U.S. Army Recruiting Main Station, Pittsburgh, Pennsylvania, in a drive to mentally and physically qualify as many high school seniors as possible before their June graduation, completely processed several hundred seniors in April.

The seniors, on the advice of their high school guidance counselors, volunteered to process on Saturday in order that no time would be lost during the school year. The first phase of the program was on Saturday, April 2, and the second phase on Saturday, April 30.

Forty-three of the 160 seniors processed on April 2d were from the Meadville, Pennsylvania, area where they received preliminary processing from Sgt Nicholas Trobovich, local Army recruiter. In addition to selling the Army School Program, Sergeant Trobovich arranged transportation for the group on a chartered bus, saving the government approximately \$355 in lodging, food and transportation costs.

Recognition



Maj Ervin L. Schley (left), commanding officer, Boise, Idaho, USARMS, presents a Certificate of Recognition to Mrs. Eula Morris, Selective Service clerk of Local Board #21, Canyon City, Ore., for her outstanding assistance in the procurement of enlistments for the Boise USARMS. Looking on is MSgt William F. Lillis, station commander of the Baker, Ore., Recruiting Station.

Our Sunday Visitor Publicizes Youth Opportunities

It pays to tell the Army story to the clergy.

Thanks to MSgt James C. Anderson, Indianapolis, Indiana, USARMS, recruiter at Fort Wayne, U. S. Army recruiting publicity has occupied as much as 80 percent of a single news feature, "Father Conroy talks to youth," in the Roman Catholic weekly magazine *Our Sunday Visitor*, which has a circulation of 924,696 in the United States and Canada.

Events leading to this newspaper cooperation began more than three months ago when the Sergeant made a house call on a prospect in nearby Huntington. During the interview, the prospect's father asked the Sergeant if he would like to see where his son worked. It was the plant where the publication, *Our Sunday Visitor*, is published.

There the Sergeant met Father Conroy. The priest asked many questions about youth in the U. S. Army and became so interested that the conversation lasted two hours. On leaving, the Sergeant gave Father Conroy several recruiting pamphlets to read.

The next issue of *Our Sunday Visitor* carried 10 column inches on the Army Nurse Corps program and stated that further information could be obtained by writing the Army Nurse Corps Counselor at the Indianapolis USARMS.

Results were quickly realized. Capt Constance Ferebee, ANC, said that when letters arrived in such great number from all over the country, USARMS personnel were astounded. They did not know what sparked this unusual amount of interest until Sergeant Anderson told them about meeting Father Conroy and showed them the article he had written.

The Sergeant and Father Conroy have developed a friendship of great mutual respect. "We always talk shop—youth in the U. S. Army," says Anderson.

In recognition of the excellent publicity he has given the U. S. Army, Father Conroy was presented a Certificate of Appreciation.

A recent article by Father Conroy on the Stay in School policy, the Selective Service Law, Educational Opportunities in the Army, Travel Opportunities, and the Army as a Career was considered so good at Fifth U. S. Army Recruiting District Headquarters that it was reproduced (with permission) and sent to all USARMS's in the area.



FATHER JAMES CONROY and MSgt James C. Anderson, recruiter at Fort Wayne, Ind., look over an issue of *OUR SUNDAY VISITOR*, a weekly Roman Catholic magazine in which the priest's column on opportunities in the U. S. Army appears.

OFFICIAL RECRUITING BOX SCORE

Where do you stand?

Percentages attained of assigned objectives

March 1960

U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	97.8	90.1	86.8	96.5
Second	122.4	129.5	70.2	122.1
Third	95.8	126.4	121.7	102.9
Fourth	107.4	132.8	142.3	113.5
Fifth	107.9	138.6	85.7	110.9
Sixth	103.9	142.0	91.4	109.3
Total	106.9	127.9	93.8	109.8

Source: AG 54 Report

July 1959 through March 1960

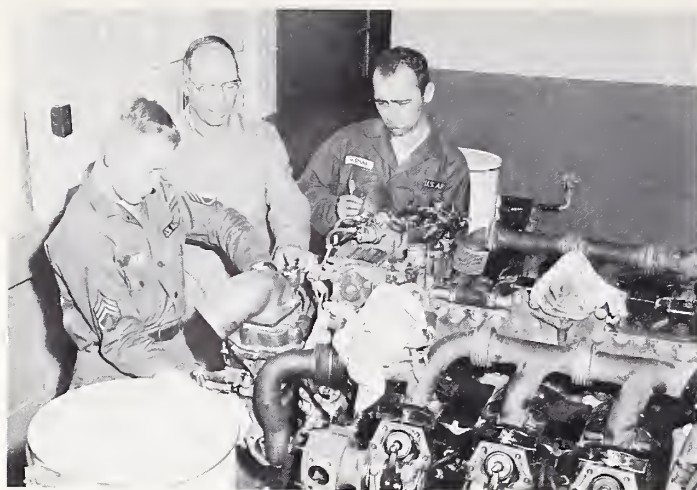
U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	93.8	87.2	83.0	92.7
Second	109.0	103.9	109.2	108.2
Third	92.6	96.3	115.3	93.8
Fourth	107.2	110.2	103.8	107.7
Fifth	94.5	107.5	115.5	96.5
Sixth	99.6	107.3	113.2	101.1
Total	99.1	102.5	106.9	99.8

Source: AG 54 Report

April 1960 "Flash" Results

U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	76.5	90.7	73.7	78.3
Second	95.0	90.8	87.2	94.0
Third	86.2	91.1	82.6	87.2
Fourth	108.2	111.3	57.7	107.3
Fifth	92.4	117.0	94.6	95.6
Sixth	83.3	114.9	57.1	87.8
Total	89.9	102.2	78.2	91.6

Source: AG 185 Report



CD 500 TRANSMISSION AND AOS 895 ENGINE—Civilian instructor Rheuben B. Allen (center) directs Sgt Joseph B. Stein (left) and Pvt-2 Robert R. Slepiski, students of the Department of Artillery Transport's Artillery Track Vehicle Maintenance Course at Fort Sill, Okla. The students are fitting a unit to the complex system of the AOS (air-cooled, apposed, supercharged) 895 engine to propel the M-42 track vehicle.



ELECTRIC TROUBLE-SHOOTING TECHNIQUES—Trouble-shooting techniques are pointed out by civilian instructor Flayd F. Reese (right) of Fort Sill's Department of Artillery Transport, to detect any flaws in the electrical system of the air-cooled engine, while class leader SFC Pizzala (left) adjusts dials on the test board. Students of the department's Artillery Track Vehicle Maintenance Course are PFC Jerry Tucker, Jr., (left center), PFC Carle D. Schmelzer (center), and PFC Bruce N. Shell (right center).

Artillery Track Vehicle Maintenance Course

The current concept of a highly mobilized Army calls for an increased number of well-trained personnel who are qualified to service the more complex materiel utilized today.

The word "maintenance," always an important word to the military mind, means "action taken to retain materiel in serviceable condition or to restore same to serviceability," which means that those specialists on whom the burden of this responsibility falls must be well-trained to care for this equipment. The Army relies on this equipment for its combat effectiveness and on the personnel whose job it is to maintain this equipment at its high standard of efficiency.

For the foregoing reasons, the Army instituted the Artillery Track Vehicle Maintenance Course (6-R-632.1) at Fort Sill, Oklahoma, in 1955, for the purpose of training enlisted men to "perform organizational maintenance on Artillery track vehicles, self-propelled mounts, associated accessories and equipment to include turret maintenance." For the past five years the school has achieved and maintained an exceptionally high standard of teaching in order to graduate an annual yield of approximately 900 able mechanics who have averaged a minimum of 870 out of a possible 1000 grade points per class since the course was begun.

The course, having a duration of 11 weeks, is offered 18 times a year with a capacity enrollment of 60 students per course. It is open to high school graduates who make the requisite scores under AR 601-230, DA Pam. 20-21 (Army School Catalog, and the Advanced Individual Training Schedule (AIT); to those who have qualified as automotive maintenance helpers (630.0), having at least 13 months of active duty remaining at the end of the course; or to members of an active reserve component who have achieved a score of 90 or better in their mechanical aptitude area (MM).

In the first week the student is introduced to all the vehicles for which he will be responsible and is instructed in the principles of maintenance management. He studies the Army system of maintenance, organization for maintenance, maintenance forms, publications, records and procedures, supply forms, principles of inspections, and care and use of hand tools.

The liquid-cooled engines and the fuel systems of wheel vehicles are introduced to the student during the second week of the course. Following this he receives detailed instruction in the automotive electrical system, learning basic electricity, the cranking, charging and ignition systems, and the AC electrical systems which are now being used on Artillery vehicles.

He is then familiarized with the testing equipment used for trouble-shooting.

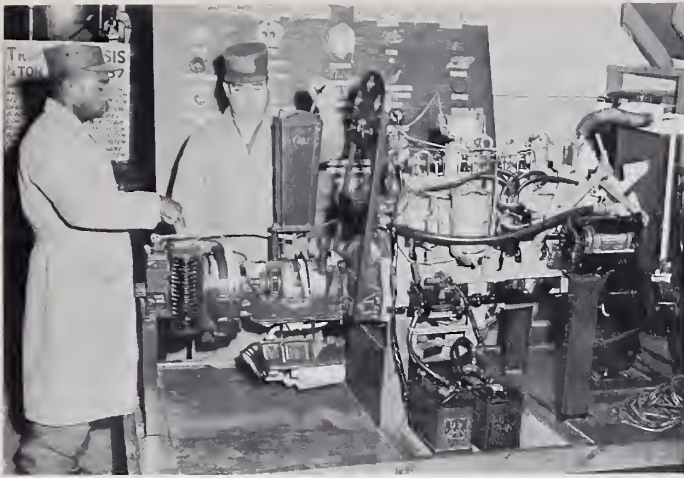
By the end of the third week the student has become thoroughly familiar with the trouble-shooting devices and techniques employed by all liquid-cooled engine systems used by the Artillery.

During the fourth week the student is instructed on the chassis and power trains of wheel vehicles including the mechanics of the clutch, conventional and automatic transmissions, winches, propeller shafts, axle assemblies, hydraulic and air-brake systems, and steering systems.

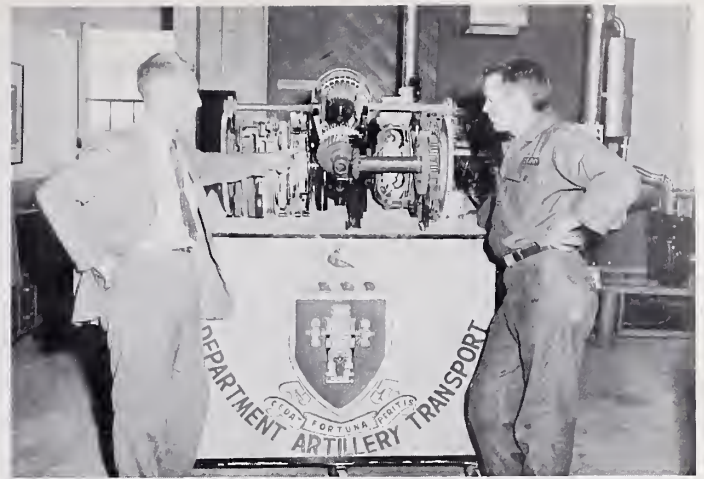
The climax of his instruction in wheel vehicles comes for the student in the fifth week when he is given the opportunity to demonstrate what he has learned by performing a full quarterly maintenance service on a five-ton truck using the appropriate technical manual as a guide.

In the sixth week he is introduced to the track vehicle and is instructed in air-cooled engines, made familiar with the AOS 895 (air-cooled, opposed, supercharged) engine, its assembly and disassembly; the cranking, charging, and ignition (magneto) systems, and the fuel system, including the fuel injection process.

The sixth and seventh weeks are to the track what the second and third weeks are to the wheel vehicle with the introduction of the air-cooled engine and the study of



CUT-AWAY, GUM MOTOR (2½ Ton Truck)—Instructors in Fort Sill's Department of Artillery Transport, MSgt James I. O'Neol (left), and SFC Howard Chose work on the cut-away GMC motor that is one of the department's many training aids. These training aids are employed by the school to make easier the task of teaching complex automotive problems to students of the Artillery Track Vehicle Maintenance Course.



CONTROLLED DIFFERENTIAL SYSTEM—The controlled differential system of a cross-drive transmission is displayed by instructor Guy Sparkmon (left) of Fort Sill's Department of Artillery Transport to student Pvt Charles R. Witcher. Pvt Witcher is one of the students enrolled in the Artillery and Missile Center's Artillery Track Vehicle Maintenance Course.

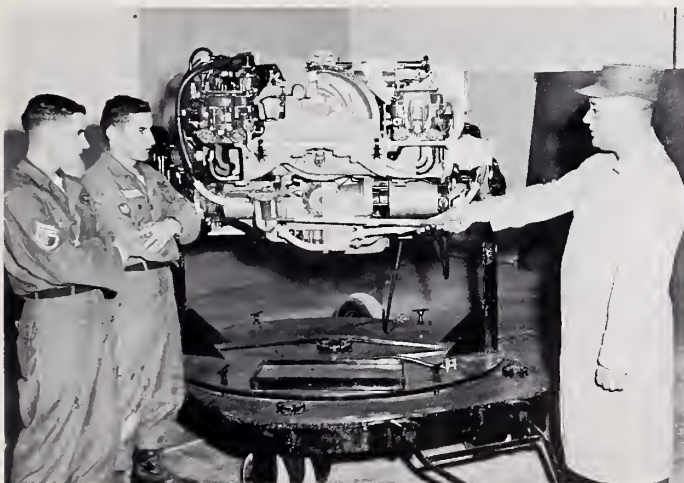
the electrical systems. This leads into the practical experience of the eighth week in which the student studies the troubleshooting techniques in electrical systems before he is familiarized with the chassis and power trains of track vehicles, and the CD (cross drive) 500 transmission which incorporates transmission steering, braking and stopping operations.

After study of the torsion-bar suspension systems of track vehicles he studies, in the ninth week, the turret operations of self-propelled weapons bringing in all aspects of the operation and maintenance of the power turret for which the track vehicle mechanic will be responsible.

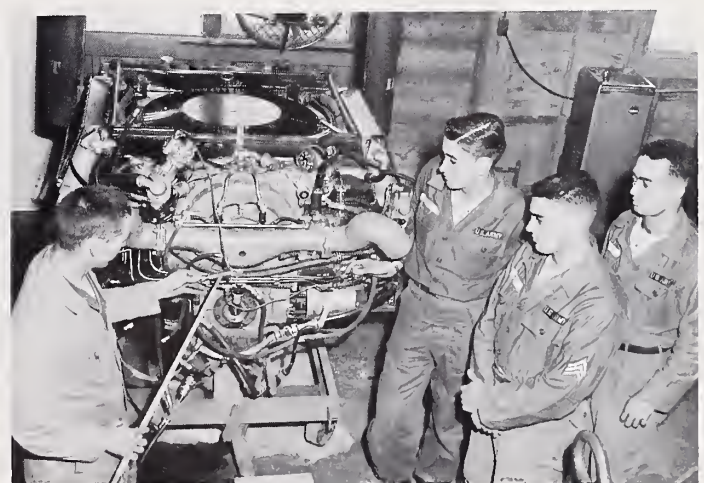
Finally, after performing a complete quarterly maintenance service on all track and self-propelled weapons in the tenth week, the student is briefly acquainted with the M-59 (personnel carrier) and missile ground handling equipment prior to his graduation during the eleventh week.

The graduate of the Artillery Track Vehicle Course, now well-versed in automotive-mechanics, is sent to a unit where he can convert his valuable knowledge to good practical experience. If, by his diligence, he proves his qualifications, he can return to Fort Sill to enroll in the Artillery Vehicle Maintenance Course which will qualify him as a supervisor. He has already

succeeded in a course which would cost anyone else in excess of \$5000, but for which he received full pay, bed and board. His teachers, having had long experience in the field of automotive engineering and teaching, have provided him an education that he could hardly achieve under any other circumstances, and one which provides him with a knowledge on which he may always rely. His services will be sought after by civilian firms as well as being an invaluable asset to the Army. Upon graduation from the Artillery Track Vehicle Maintenance Course he can be rated as one of the finest of automotive mechanics.



CUT-AWAY of AOS 895 ENGINE—MSgt Gilbert M. DeGroot, (right), instructor of the Artillery Transport Track Vehicle Course (ATVMC-9) at Fort Sill, points out one of the features of the cut-away AOS 895 engine to Sgt LeRoy Pierce (left) and SP4 Stephen J. Yushock. The cut-away engine, with its various systems clearly defined by a paint scheme, is one of the many valuable training aids used for instruction by the Department of Artillery Transport at the Artillery and Missile Center.



AOSI-895-5—The complexities of the AOSI (air-cooled, opposed, super-charged, fuel-injected) 895-5 engine used in the M-42 chassis, are demonstrated by instructor SP5 William R. Rolling (left) of Fort Sill's Department of Artillery Transport, to students (left to right) Pvt Horvey L. Kress, Sgt Rivero Pacheco, and SP4 Ruben Quinones. The students are enrolled in the department's Artillery Track Vehicle Maintenance Course.

Spokane USARMS Premieres "The Joe Mann Story"

Premiere presentation of "The Joe Mann Story," forthcoming release in THE BIG PICTURE series, was held in February under the auspices of the Spokane USARMS. A feature of the premiere was a presentation of an oil portrait of PFC Joe E. Mann to his parents, Mr. and Mrs. John H. Mann, of Reardan, Washington.

The presentation was made at a luncheon in the Spokane Hotel, attended by Mayor Kenneth Lawson of Spokane, Mayor Otto Mahrt of Reardan, the President of the Spokane Chamber of Commerce, and the President of the Spokane Press Club, in addition to other members of the Mann family, and representatives from the All-Veterans Council and its 57 member organizations.

The luncheon premiere, with accompanying newspaper and television coverage, and with two of the television stations simultaneously releasing advance and follow-up publicity, assured widespread interest in the picture. Altogether, four news photos were released, and 37 print inches.

The principal speaker at the premiere was Lt Colonel William P. Heaton, station commander, Spokane USARMS, whose address was based on his personal knowledge of the action of the 101st Airborne Division, for which PFC Joe Mann received the Congressional Medal of Honor.

"The Joe Mann Story" was telecast to the Spokane area following the luncheon.

USARADCOM Site Tour Doubles Publicity Impact

The recent construction of a USARADCOM site at Alvarado, Texas, in the Dallas USARMS area, created much interest at the time.

Now, several months later, a Selective Service official has helped to revive interest in the site among important centers of influence in that area.

Mrs. Doris C. Littlefair, clerk of Texas Local Board #76, Cleburne, with the assistance of Sgt Harry D. Pinyan, local recruiter, arranged a tour of the installation.

Area residents who toured the site are Mr. Walther Pou, chairman, Cleburne Draft Board; Mr. Tom Senter, board co-chairman; Mr. Jere P. Swatzell, board member; Mr. Joe L. Townes, Veterans' Service Officer and Civil Defense Director for Johnson County; and Mr. H. G. Littlefair, Cleburne Postmaster.

Out-of-town visitors were Mrs. Dixie L. Wilson, principal clerk, Local Boards 111-114, and Mrs. Mary K. McGaha, clerk, Local Board 112, both of Fort Worth.

Dallas was represented by Capt Royalle Streck, recruiting officer, and MSgt Charles Fields, recruiting supervisor.

Permission to tour the installation was obtained from Capt Ralph A. Gill, III, commanding officer, Battery C, Fourth Missile Battalion, 562nd Artillery Group. The public information officer at the site accompanied the visitors to answer questions and provide general information.

Speaking of Quality

Capt Thomas L. Dormer, post reenlistment officer, Fort George G. Meade, Maryland, has provided this publication with a thought that unit commanders should consider.

Captain Dormer writes, "Carrying a bit further your discussion, 'Quality Comes First,' in the February 1960 RECRUITING Journal, bar to reenlistment should be considered.

"Par 8c AR 635-200 provides that 'action will be taken to bar the enlistment or reenlistment of individuals with record of habitual minor misconduct. . . .'

"This action is the responsibility of the unit commander. He controls quality upon reenlistment and that is as it should be. Too often a sub-standard man is permitted to reenlist because someone neglected to take positive action to prevent it.

"Bar to reenlistment, initiated well ahead of expiration of term of service in the case of a man whose service is unsatisfactory, can prove a powerful incentive for improved performance. After six months the commander may withdraw the action if the soldier in question has proven his ability to meet the present high standards."

Only the surface was scratched in the February article and we know that many reenlistment officers and career counselors have good ideas which should be disseminated to the field. Let's start with Captain Dormer's idea and build it up—send us your thoughts and we'll try to publish them.

Montgomery USARMS Gets Community Partnership



Mrs. Virginia A. Seales, Selective Service clerk, Local Board #59, Pell City, Ala., holds a Certificate of Appointment as Honorary Recruiter presented to her by Maj Fred J. Corson, Montgomery, Ala., USARMS commander. Looking on is SFC Aaron Hand, Anniston recruiter, whose recruiting area includes Pell City. Mrs. Seales was awarded the DA Certificate of Appointment in recognition of her outstanding support of Army recruiting activities.

Lt Col Alvin D. Landy (Reserve) (center), a Pensacola businessman, receives a DA Certificate of Appointment as Honorary Recruiter from Maj Fred J. Corson (right), commander, Montgomery, Ala., USARMS, while MSgt William Sutton, Pensacola recruiter, looks on. Colonel Landy keeps the Army Recruiting Service in the spotlight by arranging for recruiting window displays, exhibit space at Fairs, etc., displaying current literature and posters in his place of business, and furnishing leads on possible enlistees to the local recruiters.

During the past several years, Mrs. Bessie P. Sampsell, clerk, Local Board #3, Crestview, Fla., has rendered valuable assistance to Regular Army recruiting activities. In recognition of her assistance, Maj Fred J. Corson, Montgomery, Ala., USARMS commander, is presenting her with the DA Certificate of Appointment as Honorary Recruiter. Looking on is MSgt William Sutton (left) of the Pensacola, Fla., Recruiting Station and the recruiter for the Crestview area.

Arkansas Student Nurse Program

"Just What the Doctor Ordered"

How does an Army Nurse Career Counselor go about stimulating a renewed state-wide interest in the Student Nurse Program in an area approximately 600 miles distant from her headquarters?

There are many ways, but Maj Margaret B. Regan, ANC counselor, Fourth U. S. Army Recruiting District, chose a method which proved highly effective. She visited the area and talked with Maj Lawrence Goddard, commanding officer, Little Rock, Arkansas, USARMS. It was as simple as that.

Major Goddard summoned his recruiting publicity specialist who set the wheels in motion and came up with Student Nurse Week in Arkansas. Working together, Major Regan and the RPS conducted a public relations and publicity campaign which blanketed Arkansas.

Governor Orville Faubus gave his support to the event and signed a proclamation designating April 3-9 as Student Nurse Week in Arkansas. The resultant publicity generated extensive public acceptance in the state.

To further insure the success of the project, the RPS prepared publicity materials for each newspaper. News releases were submitted to every weekly newspaper publication in Arkansas. Student nurses posed for photographs which were made into mats. The mats, with cutlines, were supplied to each daily.

Radio coverage was accomplished through taped and live interviews and written spots. Mrs. Evelyn Elmen, Radio Station KTHS, Little Rock, who is a DACOWITS representative, interviewed student nurses and taped the interviews. These tapes were supplied to radio stations situated in areas where there are no nursing schools. In addition, Miss Gail Van Pelt, KTHS, conducted live interviews during the week. The written spots were sent to all other radio stations in the state.

Television assistance was supplied by personnel of KATV and KTHV, Little Rock. Student nurses appeared on the televised program, "Eye of Arkansas," KTHV. Personnel of KATV, in addition to conducting interviews, prepared news stories for release in the interviewees' hometowns.

Each student nurse who participated in the publicity program was supplied photographic prints of her activities. In addition,



A BEAUTIFUL PRINCESS interviews student nurses in Little Rock. Gail Van Pelt, Radio Station KTHS, who is one of five Little Rock City Beautiful Princesses, interviews student nurses. Left to right are Pat Duncan, Arkansas Baptist Hospital School of Nursing; Coral Withom, St. Vincent Infirmary School of Nursing; Gail Van Pelt; and Becky Semosek, University of Arkansas Medical Center.

photo negatives and prints were supplied to the Arkansas League of Nursing for their publicity requirements. From the negatives, additional 8x10 prints will be made for posting on the bulletin boards of every high school in Arkansas.

Public relations aspects of the over-all campaign, which carried Major Regan to many important centers of influence, helped to gain a better understanding and acceptance of the various Army nurse programs among members of the profession, as well as the general public.

Arkansas, one of five states in the Fourth U. S. Army Recruiting District, ranks fourth in student nurse potential. Now, more students are participating in the program there than in any of the other states. Applications are being processed from applicants in all of Arkansas' seven schools of nursing.

Student nurses who participated in the project proved highly photogenic. A male member of the district, who viewed some of the photographs, exclaimed, "Boy! If I ever get sick, I hope it happens in Arkansas!"

No Rest for DA Exhibit

When 1st Lt Lon Meyers, PIO, Montgomery, Alabama, USARMS, learned that a DA Exhibit, "The Modern Army," would be idle several days between scheduled showings at Maxwell Air Force Base, Alabama, and Fort Benning, Georgia, he immediately surveyed the downtown Montgomery area and found only one showroom large enough to accommodate the display. This huge showroom belonged to Mr. W. S. Brewbaker, local automobile dealer, who readily donated the space for four days showing of the exhibit in the downtown area.

A rush program to saturate the area with publicity met favorable response from TV, radio, and newspaper media. Third U. S. Army Recruiting District cooperated by sending hundreds of locally produced handouts. Mayor Earl James of Montgomery cut the ribbon that officially opened the exhibit to the public.

The entire effort paid off as hundreds saw the display which otherwise would have been unseen in packing crates.



FROM LEFT TO RIGHT, Mr. W. S. Brewbaker, Montgomery auto dealer, and Maj Fred J. Corson, commanding officer, Montgomery USARMS, look on while the Honorable Earl James, Montgomery mayor, cuts the ribbon officially opening the DA Exhibit to the public. Witnessing the ceremony is Sgt Donald Modeno, Army Exhibit Unit, Cameron Station, Va.

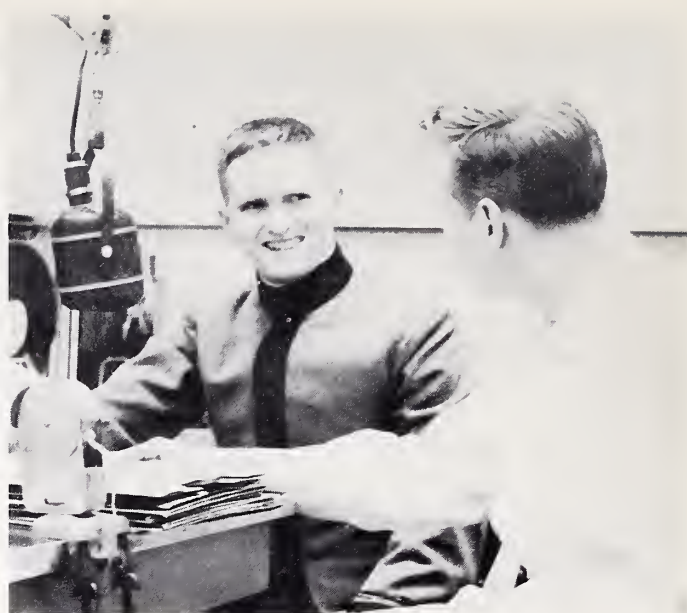
USMA Cadet Speaker

Keeping the Army story before the public, a never ending challenge, was accomplished on one occasion recently at the Milwaukee, Wisconsin, USARMS, by calling upon Cadet Thomas R. Stone, a student at the United States Military Academy, West Point, New York, while he was home on leave.

Cadet Stone started out at 0600 with MSgt Edward McDonald, the Milwaukee USARMS RPNCO and was busy with speaking engagements and personal appearances until 2200.

It was a busy day for Cadet Stone as he made four speeches at Marquette University, one at Nicolet High School, and another at Whitefish Bay High School. This was followed by an interview on WISN by Mack Re Vory, MC of the Teen Club radio program. His biggest engagement for the day was at the Sentinel Sports and Vacation Show, attended that particular day by 30,000 persons. In the evening, he spoke to the members of the Milwaukee Moose Lodge. Arrangements for this program were set up by Mr. Vance Werner, the lodge program director.

The following day a similar schedule was fulfilled by Cadet Stone in the Madison area.



CADET THOMAS R. STONE of the United States Military Academy, West Point, N. Y., being interviewed on WISN (Wisconsin) by Mr. Mack Re Vory, MC of the "Teen Age" club program.

Commemoratives

Along with Flag Day, and also to be commemorated on June 14, is the birth date of the United States Army, the oldest of our armed services.

The Flag of the United States and the United States Army are closely knit. If every American looked upon our country's flag as does the soldier, the future of America would be secure. To the soldier, the Flag is a living thing and close association with the Flag and what it means is instilled by the Army.

The problem is one of education, not of compulsion. Punitive laws will not produce the desired reverence for the Flag or the armed services any more than such laws will produce love of country.

When the soldier thinks of country, he thinks of his service and of the Flag; when he sees the Flag, he visions his service and his country and all for which they stand. To him, defense of country, the Flag and the Army are one and inseparable.

The soldier is presumably no more patriotic than the vast majority of our citizens, but certainly he treats the Flag and his service with more respect than do at least nine out of ten other citizens. Most of the violations are due to ignorance of the flag etiquette of the country, and bad movies and articles about the Army.

So in observance of Flag Day and the birth date of the Army, let our Army recruiters strive to instill in the hearts of their civilian comrades some of their own

patriotism and belief in the meaning of both as they join hands in spirit with those who have gone before and who wrought so well.

Most of our country's schools will be on holiday on this anniversary of the birth of our flag and Army, but Army recruiters have the golden opportunity of making these anniversaries into an important civic observance.

U. S. Army Reserve To Give Award

Establishment of a Reserve Officers Association of the United States Outstanding USAR Unit Award to recognize outstanding units of the USAR was announced by the Department of the Army in May.

A trophy suitably inscribed will be presented annually by the Reserve Officers Association to the most outstanding Army Reserve unit. Eligible for the award is any company-size USAR troop program unit with a minimum actual strength of 25.

In general, the standards for selection will be based upon the unit's performance at reserve duty training and at annual active duty for training during the training year. This period will commence with the first drill after annual active duty for summer training and end with the completion of annual active duty for training the following year.

Upon completion of the training year, Zone of Interior Army and Oversea Com-

manders will forward to the Commanding General USACONARC a list of units that qualify under established criteria as "superior" units. These units will receive a Superior Unit Certificate awarded by the Secretary of the Army. From these superior units, each commander will nominate one unit in his area for the ROA Award. The Commanding General, USACONARC, will appoint a board to meet in February each year to consider these nominations and recommend the outstanding unit.

The Superior Unit Certificates will be presented by area commanders at appropriate ceremonies to the "superior" units within their areas.

The ROA Award will be presented by the ROA at its annual convention in June of each year, commencing in June 1961, to the outstanding USAR unit selected.

WANTED: Physically fit young men with high ambitions for Airborne assignments. See DA Circular 614-11 for more than 1100 MOS vacancies in grades E3 to E7.

It's A Fact! At the end of FY 59, nearly 73% of the enlisted strength was Regular Army, almost 10% more than in 1958.

"Re-Up Army"—In grade E-7 with 20 years service your retirement pay equals an income from investments that would cost a civilian more than \$2,160 a year for the same 20-year period.

Training in Army Bands

(Cont'd)

scholarly, musical atmosphere where he will grow musically under the guidance of the finest of instructors. The course is twenty weeks in length.

5. FIRST ASSIGNMENT-----Army Bandmaster

After his Advanced Individual Training, the bandsman enlistee travels to the Army band of his choice (if he enlisted specifically for that band) or to an Army band chosen for him (if he enlisted as a bandsman, unassigned). Here he begins an interesting career in music, gaining stature and experience with each day. He will play interesting music, live with other young musicians devoting their efforts to a wonderful livelihood, and continue to enrich his life through a thorough development of his talents.

The bandmaster of any United States Army band will be happy to provide further information concerning an Army band career.

See the World's Wonderlands

If travel is attractive, the young musician may enlist for "Army Bands—Unassigned," with the possibility of drawing duty at Army posts in Europe, the Far East, Hawaii, the United States or wherever Army bandsmen are stationed, unlimited horizons await the travel-eager musician. Three-day passes and thirty-day annual leaves with full pay and allowances provide ample opportunity for sightseeing. The high school, college, or professional musician will find no better opportunity than in a United States Army band to further his professional music career.

Recruiters should make maximum use of Army bands in their vicinity in presenting this story to high school, college, and professional bandsmen.

* * *

C-1, AR 601-228, Enlistments and Re-enlistments for Army Bands, dated January 13, 1960, requires that whenever enlistment choice requires successful completion of bandsman advanced individual training subsequent to enlistment, applicant must sign a statement substantially as shown in cited change.

Further, basic regulation requires that audition of applicant be accomplished by an Army Bandmaster. Review of records of individuals who failed to complete Bandsman Training shows that the auditions were conducted by other than a Bandmaster.

DACOWITS Member Briefed



Mrs. Bea Johnson (left), newly-appointed member of the DACOWITS (Defense Advisory Committee on Women in the Services), visits Fort Leavenworth, Kans., at the invitation of Maj Gen Lionel C. McGarr (right), commanding general of the Past and commandant of the U. S. Army Command and General Staff College. Mrs. Johnson, an internationally recognized lecturer, television and radio commentator, and women's activities director at KMBC radio and television in Kansas City, is one of 49 women in the United States appointed by the Secretary of Defense to advise on policies relating to women in the services. During her orientation visit to the College and Post, Mrs. Johnson was briefed by General McGarr on the College and the Army's educational system, and inspected the WAC Detachment barracks and other quarters on the Post for Army nurses and Women's Army Corps officers.

"Our Flag" Booklets

Due to the increased interest of citizens in the new Flag of the United States, which will add its 50th star on July 4, inquiries and requests for books and pamphlets continue to pour in to MPPD-TAGO.

As stated in the March issue of RJ, page 2, there is a DA Pamphlet 355-116 on history and display of the Flag. This has been placed on sale at the Government Printing Office, Division of Public Documents, Washington 25, D.C., at 15 cents per copy.

Also recently released by Thomas Y. Crowell Company, 432 Park Avenue South, New York 16, New York, is a new publication by David Eggenberger. Titled "Flags of the U.S.A.," it gives the complete story of our flag from its beginning to the 50th star. Every step in the origin and rise of a truly American flag is traced in 14 illustrated chapters. The book covers early explorers' flags, colonial banners, the legends about the first American flag, Civil War flags, and the proper care and display of the flag. Price \$4.50.

Recruiters may refer citizens who have requested booklets on the Flag to these two sources.

Welcome Sign



The fine spirit of cooperation between Army recruiting personnel and the Nashville, Tenn., branch office of General Outdoor Advertising Co. is reflected in this billboard space donated by the company. On the occasion of his visit to the Nashville USARMS, Col Parker S. Day (right), commanding officer, Third U. S. Army Recruiting District, is welcomed by Maj Welch C. Bryant (left), commanding officer, Nashville USARMS, and Mr. Dave Burke, Nashville plant manager, GOA Company. Mr. Burke gestures to emphasize a point as he describes to Col Parker S. Day the interest his organization has in the Army recruiting program.

Miami USARMS Draws Attention Of Area High School Seniors

Miami, Florida, USARMS conducted an extremely successful two-week high school campaign recently with the support of the Third U. S. Army Mobile Missile Display.

Tied in closely with the Dade County Department of Education Career Day program, schedules were coordinated with representative high schools in the area for the appearance of the exhibit during break and lunch periods which extended on a staggered basis at the schools. In a number of the schools the faculty turned out entire classes on a regularly scheduled plan so the students could inspect the interesting missile display. Recruiters manning the exhibit were thus enabled to directly determine interested prospects for possible Army service.

The turnout of high school students averaged from 500 to 800 students at most schools, and in several cases reached 1500. Great interest was demonstrated by the volume of questions asked of recruiters by students passing through the exhibit. At least 15 high schools in the Miami and Ft. Lauderdale area saw the exhibit.

The project spotlighted primary attention toward the U. S. Army during a period when all Services were vying for the attention of eligible seniors concerned with their Service obligations.

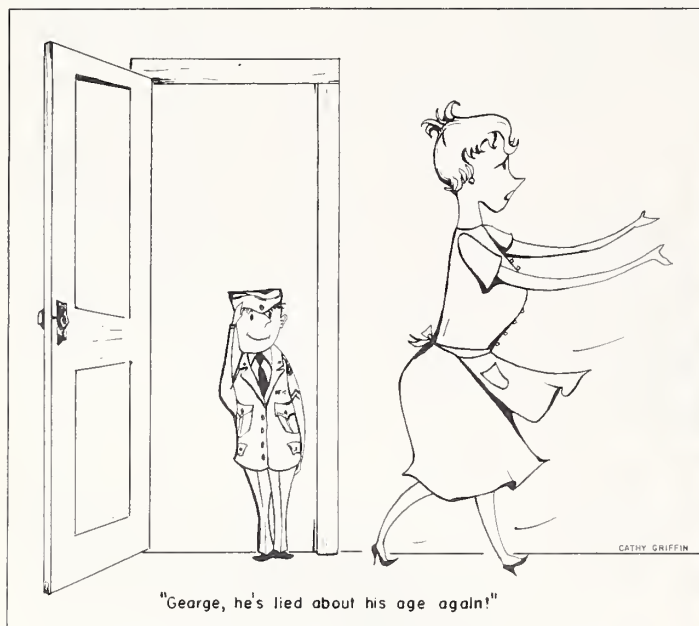
As Miami recruiter, MSgt John Cline put it, "This exhibit has given me the added impetus I've needed to increase my production. With the right kind of follow-up with prospects I obtained during the exhibit period, I expect to substantially push up my high school senior input this year."

The project was coordinated by Sgt D. Livingston, Miami USARMS information supervisor.



MIAMI HIGH SCHOOL SENIORS pose on steps of the Third U. S. Army Mobile Missile Display which visited over 15 high schools in the area.

Watch for Young'uns



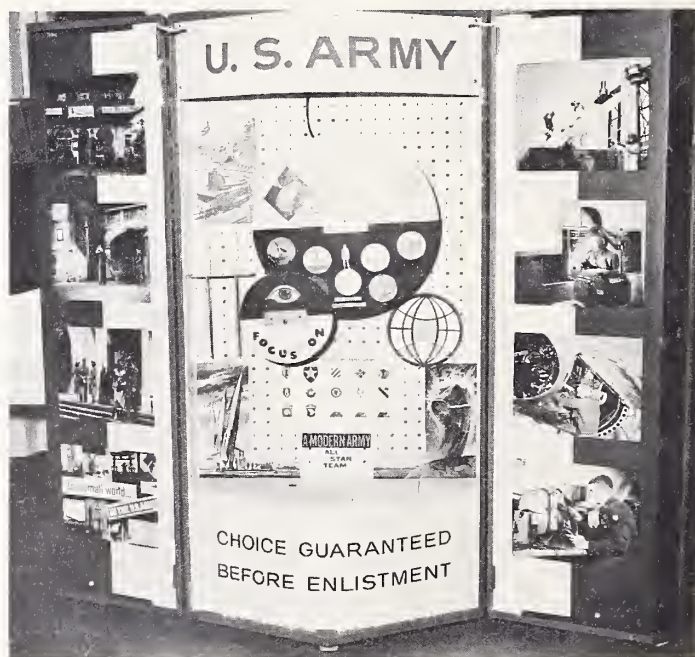
"Yes, George, he's done it again." But this time the feller used an altered birth certificate to make his lie more supportable.

You can just imagine what the parents of this youth will do now. There'll be letters to the Service and to congressmen. Naturally, he will be discharged from the Army for fraudulent enlistment, after having received his "shots," uniforms, etc., and this dereliction will cost the Service a great deal of money.

We are using this cartoon to impress upon Army recruiters that underage enlistments are very expensive to the Service, and *faulty birth certificates* are the greatest contribution to these fraudulent enlistments.

Erasures, strike-overs, or any defacement of a birth certificate should immediately put the recruiter on the alert. Any of the foregoing indications of tampering with a birth certificate ought to make the document questionable. Any question in the mind of the recruiter should cause him to take the necessary steps to verify the document's authenticity with the issuing authority.

New Look for Portable Display



An ingenious innovation to the Department of the Army portable display proves to be a crowd-stopper while currently on display at Center, Tex. In the middle panel is a revolving disc which is powered by an electric motor. Movement of the disc attracts interest to the over-all arrangement of art work and color transparencies. Personnel of the Shreveport, La., USARMS prepared this attractive exhibit which points to one of the many ways these DA display booths can be utilized.

Serving with Sullivan



Point of View

By SFC Charles J. Sullivan

In this "Point of View" article, let's consider an occasional complaint of young soldiers—"In the Army too many different types of people are thrown together, making harmony difficult."

How often have you heard comments such as: "It is frustrating to work with people with different ideas, paces of working, and with a lack of common interests," or "The comic strip thinker destroys the incentive of the more intelligent man to maintain his mental alertness and vocabulary since it is wasted on those who cannot understand him," or "In civilian life one can choose his own circle of friends with common backgrounds and interests."

In answering this objection, I would like to refer to a *Reader's Digest* article by the prominent psychiatrist, Dr. William C. Menninger. The doctor says, in substance, that military service provides a great opportunity to learn the most important lesson one can learn—how to get along with all kinds of people. A person's ability to get along with others largely determines his own happiness and effectiveness. The majority of individuals discharged from jobs lose them because they can't get along with others.

Of course, Dr. Menninger is just one of many who have recognized this educational opportunity. The majority of veterans themselves who were polled on the subject stated that they considered their improved ability to get along with others the greatest benefit which they derived from military service.

Of all the testimonials of successful world leaders, I have yet to read one which does not place "human understanding" first in importance. Just recently I read the transcript of a speech which General Maxwell D. Taylor, former Army Chief of Staff, gave to newly arrived officers in the Pentagon in which he stressed human relations as the most important element of good leadership.

When you really stop to think about it, the individual who seeks only the company of his own kind is greatly restricting him-

self. To paraphrase an old saying, "Variety is not only the spice of life but life itself!" That it takes all kinds of people to make the world, and that no man is self-sufficient are well accepted facts. It also has been said that every man has something to offer society, no matter how humble his station. After all, there can be no leaders without followers nor superiors without inferiors. Regardless of the goal in life to which a man aspires, he must mingle with all classes of people as a superior, equal, or inferior. Evidence shows that most usually a man works with all three classes at the same time and depends on each, in one way or another, for his personal welfare.

Since no two people are exactly alike, and each influences the destiny of the other, it is reasonable to assume that the more understanding a man can cultivate about the greatest variety of human characteristics, the more rewarding his life will be. At least we can say that a man who knows only one way of life can never hope to enjoy the satisfaction of knowing that his way is best—for him.

From this point of view it seems to me that, instead of shunning those of mental and environmental differences, a far more profitable goal would be to strive for the attitude expressed so well by Will Rogers who said, "I have never met a man I didn't like."

Army Medical Specialist Corps Interns



The attractive results of Army Medical Specialist Corps recruiting all over the United States are pictured in this group of Dietetic Interns from Walter Reed General Hospital, Washington, D. C., as they start a tour of the Waldorf-Astoria Hotel in New York in the course of a recent five-day field trip. They are (front row, left to right) 2d Lts Nancy L. Spragg, Diana H. L. Chee, Elaine M. Schultz, Patricia R. Murray, Barbara M. Lynch, and Jaan C. Sevic; (back row, left to right) 2d Lts Patricia A. Miller, Marian R. Willis, Ann M. Ritchie, Myrna L. Henningsen, Christine F. Ellis, and Danna Schrempf. The twelve future dietitians for Army hospitals put in five busy days in New York studying food management at a number of hotels, restaurants, educational institutions, and business concerns, including pre-sunrise visits to Washington Produce Market and Fulton Fish Market.



U. S. ARMY RECRUITING PUBLICITY 'PROPS'



ATTENTION: Recruiters and reenlistment personnel are asked **NOT** to write to The Recruiting Publicity Center, New York, for any sales aids, radio or television materials, or any other media emanating from MPPD-TAGO, but to make all requests **through channels to The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN**, in letter form. MPPO's and RMS commanders should screen these requests for unusual amounts and requests should be consolidated as far as possible. MPPD-TAGO has been receiving individual requests from the field for advertising media far in excess of requirements.

U. S. Army Ads—June 1960

(Full Page—Duotone)

Army Enlistments

Make Your Diploma Pay Off As A Graduate Specialist
National Future Farmer
Choose-it-Yourself before enlistment
Hot Rod
Motor Life
Sport
Electronics Illustrated
Mechanix Illustrated
Popular Mechanics
Popular Science

Reenlistment

(Full Page—Block & White)

Leadership Counts When It's Time To Listen
Army Times—June 4
Leadership Counts When There's Credit Due
Army Times—June 18
(Full Page—Four Color)
Did You Know?
American Armed Forces Features

Surgeon General's Office

(Full Page—Black & White)

Specialist-Minded? Get top-notch training and instruction in an Army sponsored residency
Resident Physician
The Opportunity To Work Up Your Own Cases
Medical Economics

DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Requisitioning From MPPD-TAGO."

In Production For Automatic Distribution LATER

WAC Enlisted Direct Mail Piece
WAC Reenlistment Booklet
Brief Cases
Newspaper Mats
Visual Recruiter Insert Card
Selected For Success (WAC Officer booklet)

Reenlistment Poster "ReCap"—No. 2
Somebody Special (WAC Enl. booklet) (see note *)
Pocket Guide for MOS Option Folders
WAC Officer Direct Mail Piece

(Note *—Insufficient funds in the present Fiscal Year will delay the publication of "Somebody Special" listed above "In Production For Automatic Distribution Later." This booklet, a combination of "The Job That Has Everything," "Preview," "The World Is Yours," and "Women's Army Corps," will probably be distributed in the field in early Fall of this year.)

In Production For Ordering From Stock LATER

The World Is Waiting folder
TAKE ONE racks (floor model)
U. S. Army Band Option folder—ME-197

Because of limitation of funds, the following will be delayed:

Shells for "Reenlistment Interview Guide"
Combat Specialist booklet
MOS Charts (small) Rev.
Instruction book for MOS Charts
MOS Charts on 35mm Slides

Now Available For Requisitioning From MPPD-TAGO

Spreading the Word (Public Relations Manual)—611-130
Recruiting Service Logo Mats—71-284
Recruiters Orientation Manual—73-354
Shadow Box (6-frame lighted)—77-28
Welcome Back Home Card—83-600
Identification Plates—810-206
This Is How It Is—LB-400-Rev. 2
What Are Your Son's Chances Of Making Good—LB-681
Straight Talk About Staying In School—LBX-529
Army Occupations And You—Revised 1959
For High School Grads and Seniors Only
(direct mail piece)—C-32
The Army And Your Education—LB-326
Enlisted Pay Folder—910-432
SPECIAL For High School Graduates and Seniors Only—418
Electronics—option folder—LB-671
Military Crafts—option folder—LB-676
Precision Maintenance—option folder—LB-670
Electrical Maintenance—option folder—98-344
Graphics—option folder—LB-677
Combat Specialties—option folder—LB-616
General Technical—option folder—LB-674
Clerical—option folder—LB-673
Motor Maintenance—option folder—98-354
Special Forces—option folder—98-362
Intelligence—option folder—98-360
U. S. Army Security Agency—option folder—ME-165
STRAC—option folder—911-474
Travel—option folder—911-478

Airborne—option folder—911-476
 Choose Before Enlistment (Electronic Theme) 24-sheet billboard poster
 Choose Before Enlistment (Road Building Theme) 24-sheet billboard poster (pictured in March R. J.)
 Choose Before Enlistment (Road Building Theme car card)
 Recruiting Service Vehicle Decal (Scotchlite)
 Car Card (missile theme) Choose Before Enlistment
 Direct Enlistment for USARADCOM fact sheet—97-256
 For Men Only—Airborne—LB-384-Rev. 1
 Pick Your Vocational Training—LB-682-R-1
 TAKE ONE racks (table model)
 Sorry I Missed You (recruiter calling card)—910-426
 Male Enlisted Die Cuts, 70" Summer and Winter Uniform
 Male Enlisted Die Cuts, 24" Summer and Winter Uniform
 The Secret of Getting Ahead—97-272

Women's Army Corps Materials

WAC Enlisted Die Cuts, 67" Summer and Winter Uniform
 WAC Enlisted Die Cuts, 21" Summer and Winter Uniform
 After Graduation Make Your Dreams Come True—710-226

Reenlistment Publicity Materials

Always Ready To Lend A Helping Hand (reenlistment) 24-sheet billboard poster
 Re-Up 11 x 14" window card—89-130
 Cloth to Re-cover Flannel Boards of ACT Kits—812-316
 RE-UP Army Vehicle Decal
 RE-UP Army Bumper Stickers (Scotchlite)—710-248
 Replacement Cards for Reenlistment Interview Guides—84-116
 Career Counselor, 11 x 14" window card without easel—83-632
 The Army As A Career—810-208
 All Present Or Accounted For (booklet) presentation guide for the film of the same title—82-546
 90-Day Wondering—handout—810-168
 A Word To The Wives—98-120

Radio

Transcribed Weekly Programs

Army Bandstand

A very popular 15-minute program designed for young America listener appeal. It features the music of the U. S. Army Band Orchestra conducted by Major Hugh Curry. On alternate weeks music makers such as Morty Craft, Richard Hayman, George Williams, George Shearing, etc., climb aboard the *Bandstand*. Tunes and talent appearing on June's programs are:

Program 104 for release week of June 6 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Love Is A Season* and the U. S. Army Band Orchestra plays *Bewitched*, *Someday Sweetheart*, and *I Don't Know Why*.

Program 105 for release week of June 13 features Morty Craft and his orchestra. Selections include *Swanee*, *April Showers*, and *Toot, Toot, Tootsie*.

Program 106 for release week of June 20 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Love Is A Season*, and the U. S. Army Band Orchestra plays *Bloomsie*, *Just Friends*, and *Slow and Easy*.

Program 107 for release week of June 27 features George Williams and his orchestra. Selections include *Marie*, *I Can't Get Started*, and *Celery Stalks At Midnight*.

Country Style U.S.A.

Some of the top-notch Country and Western artists appear this month on the Recruiting Publicity Center's weekly transcribed series, which continues to be one of the most popular transcribed shows produced by RPC. It is currently broadcast by 1,950 stations. The talent for the month of June includes Don Gibson, Hank Fort, Ferlin Huskey, and Bill Carlisle.

Program 251 for release week of June 6 features Don Gibson with guest Skeeter Davis. Don sings *Oh Lonesome Me*, *If I Could Stay Away Long Enough*, and *Just One Time*. Guest Skeeter Davis sings *Am I That Easy To Forget*.

Program 252 for release week of June 13 features Hank Fort with guest Johnny Western. Hank sings *Put Your Shoes On Lucy*, *That Old Fashioned Moon*, and *A Written Guarantee*. Johnny Western sings *Lonely Street*.

Program 253 for release week of June 20 features Ferlin Huskey with guests The Jordanares. Ferlin sings *Dragging The River*, *Till You Come Back and Reason For Living*. Guests The Jordanares sing *Light Of Love*. The musicians do a fine instrumental titled *Texas Playboy Rag*.

Program 254 for release week of June 27 features Bill Carlisle with guest Skeeter Davis. Bill sings *Worried Man Blues*, *The Same Old Tale*, and *I've Waited Too Long*. Guest Skeeter sings *Wishful Thinking*.

The Steve Lawrence Show

The fourth set of fourteen shows of *The Steve Lawrence Show* series will be released this month to all radio stations who have received the first three sets. The stars featured on this new set are: The Three Suns, The Crew Cuts, Vincent Lopez, Hugo Winterhalter, LeRoy Holmes, Mavis Rivers, Jerry Vale, Morty Craft, Billy Taylor, Phil Bennett, Lou Monte, Don Costa, Georgia Auld, and Monty Babson.

Almost 1800 stations are currently using this series. The Radio Public Service Survey (which is mentioned elsewhere in this Publicity Props Section) indicated that the majority of the program directors around the country thought that this show was the "best public service offering to reach the 17 to 22 year old age group."

Series five will be released in September and series six will be released in December.

Are all of the radio stations in your area carrying *The Steve Lawrence Show*? By popular demand this series will be continued after Specialist Lawrence gets out of the Army. Why not check today and make sure your whole area is covered with *The Steve Lawrence Show*.

Other Army Recruiting Offerings

See April 1960 issue for notes on *Programming Plus*, *Did You Know?*, *The Holiday Album Of Music*, and *Country Style U.S.A.* (radio).

Army Hour

The *Army Hour* announces a special radio program honoring the 185th anniversary of our country's oldest fighting force, the United States Army. The theme of this program is that the Army, in its long history from the Revolution to the Korean conflict, has successfully carried out its missions because it has been blessed with courageous and dedicated soldiers who have always been ready to do what had to be done.

(Continued on page 22)

Publicity Props (Cont'd)

What manner of men are these who have contributed so fully to the glorious record of the United States Army? The listening audience will meet some of them—almost in person, so to speak—as it hears their own words from the diaries they left, and from the letters they wrote.

There is Amos Farnsworth, 21, a typical soldier of the Revolution, sure that he is doing the will of God in battle. There is Corporal Samuel Stubbs, 63 years of age, who on June 18, 1812, left his wife and six children to join up. John Sowers Brooks of Staunton, Virginia, takes up the fight against Mexico's Santa Anna, and we meet T/Sgt Joseph Monfort, from Cincinnati, Ohio, in World War II.

In this present Age of Science, the Army is given the mission of launching an earth satellite. How it does it with the "Explorer" is the tense story that winds up this special anniversary program.

On June 14, the date of the Army anniversary, the program will be carried by the Mutual Network. In addition, it will be broadcast by some 550 independent stations in the United States, and 125 Armed Forces Radio stations overseas.

Telling Army's Story



Mr. Stanley Field (left), deputy chief of the Tele-Radio Unit, Department of the Army, explains advantages of *The Army Hour* programming to Mr. Harold C. Sundber of Station WMBD, representative from Peoria, Ill. Mr. Field represented the Army during the 1960 convention of the National Association of Broadcasters at the Conrad Hilton Hotel, Chicago, Ill., recently.

Radio Survey

MPPD-TAGO has just completed a survey of all the AM, FM, and College Radio Stations in the United States to find out what local program directors think about our current public service radio offerings.

All three of the 15-minute radio series received many favorable comments. The popularity of each program varied with regional locale. For over-all popularity in all sections, *The Steve Lawrence Show* takes all honors.

One of the questions in the survey was, "If you program any of our 15-minute shows, what time do they appear on your schedule?" The results confirmed our idea that the local radio stations were programming our material at all different times throughout the day and night. No one particular time period, i.e., morning, afternoon or evening, and no particular day appeared to be the "usual" programming period.

Future developments from results of this survey seem to be along the lines of a five-minute radio show similar to the *Million*

Seller Series and the *Gold Standard Series* which were released two years ago. Many stations mentioned a desire for this shorter programming.

The survey also showed that while many stations could not use our 15-minute programs, they could and were very willing to schedule our recorded and written commercials. The majority of the stations mentioned the fact that they used approximately 10 to 15 Army recruiting commercials per week. Because of the response and interest in the transcribed commercial discs, MPPD-TAGO is planning on releasing more of them in the new fiscal year.

Many station program directors stated that they had never heard of one or more of our current programs. It is hoped that this will be virtually impossible in the next few months with the additional sales aids in the Audition Kit, Audition Disc and the handy mail-back cards. Have you checked with your program director lately? There may be time available now that wasn't available the last time you spoke to him. Plan another meeting with him before the end of the week. Show him the Audition Kit and let him hear the Audition Disc. A report from Fourth Army indicates that with these new sales aids, recruiters have experienced 100 percent sales by "selling" the program directors at least one new Army recruiting program.

Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

At Ease

Saturdays 1835-1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace. Over The American Broadcasting Network.

Songs By Steve Lawrence

Saturdays 1130-1200 (New York broadcast Sundays from 0815-0845 hours). Aired over the Columbia Broadcasting System Network on Saturday mornings featuring songs by Army Specialist Steve Lawrence and the music of the U. S. Army Band Orchestra under the direction of Major Hugh Curry.

Films

Signal Corps—New Releases

The Significant Years

AFIF 102, 25 min., 1960, black and white. A review of world events over the last 25 years, with the view towards remembering the past to understand the present and shed light on the future.

I & E Screen Magazine—Issue No. 578

AFSM 578, 21 min., 1960, black and white. Navy Skimmer; Robot Target, Space Suit "Heatniks"; Missile-mail; Whirly Birds with big muscles; Army-Navy football game of 1959.

John J. Pershing

AFSM 579, 21 min., 1960, black and white. Life of General Pershing, 1860-1948—leadership qualities in battle, and influence in molding the American Army during World War I.

The Army—Deterrent to Aggression

AIF 12, 27 min., 1960, black and white. Missions and capabilities of Army—membership in military pacts with free world—combat ready forces available in CONUS and Overseas—training program—research and development.

White Sands Missile Range Episode

Is June BIG PICTURE

Day in, day out . . . year after year, THE BIG PICTURE weekly television series has compiled a record of service to commercial television unmatched by any other Armed Forces TV program in America. During 1959, television stations in the U. S. contributed more than 3.5 million dollars for the special public service programming of the series.

Since early January, a slow but steady increase in number of stations carrying the show has been noted. During the upcoming summer hiatus period, the Army can expect additional stations on the regular weekly shipping lists from the Army commands. During the annual National Association of Broadcasters Convention, held in Chicago during the month of April, station management representatives expressed great interest in the Army's documentary series. In their opinion, production quality of the show had been stepped up as much as 50 percent in the last two years.

Part of this sudden rise has been due to the patient efforts of the production staff at the Army Pictorial Center and part due to the choice of subject material by the Office of the Chief of Information. The major purpose, of course, has been to foster real rapport between Army and audience, leading to fuller understanding

of Army activities by the public. THE BIG PICTURE has given viewers a "look inside," so that they will know "what makes it tick."

Typical of the new episodes scheduled for release and telecasting during June is the film presentation "Tularosa Frontier." Here is a production on the general history, purpose, mission, nature, scope, and importance of White Sands Missile Range—a vital element of the Nation's missile program. Skillfully photographed and written, "Tularosa Frontier" covers the historical achievements and present progress of White Sands Missile Range in developing missiles for the National Defense and performing work leading to space exploration.

Opening with a review of the historical highlights of the Tularosa Basin, location of the White Sands Missile Range, brief sequences are shown of Spanish Conquistadores, early-day prospectors, wagon trains, cowboys, Indians, and the Cavalry, culminating in the first "A" bomb explosion which took place on the present-day White Sands Range. The body of the film goes on to sequences of an early-day V-2 missile test.

There follow brief sequences of technological "firsts" achieved at White Sands, e.g., missile-borne camera shots of the earth, the Viking missile, high-speed sled tests, static motor tests, and many others.

Next, the film treats modern-day White Sands Missile Range. There are scenes depicting the variety of occupations, shots of El Paso, Las Cruces, Alamogordo, and the Post housing area which shows where the White Sands' personnel live. Shots of laboratories and assembly buildings follow to show where these same people work.

Then audiences will travel with a motor convoy transporting a Redstone missile to the firing site. They will watch an actual test firing and finally a brief sequence which will show the missile's performance data being reduced by computing equipment, the final step of the test at White Sands Missile Range.

Backdropped by the Oregon Mountains of New Mexico, "Tularosa Frontier" becomes a picture posing the question: "What does the future hold?"

The month of June will be specially

marked on THE BIG PICTURE through the re-release of the three Korean War films: "Summer Storm," "Winter War," and "War's End." The date June 25, 1960, will mark the tenth year since the Communist-inspired invasion of the Republic of Korea. This date is not merely the "tenth anniversary" of the beginning of the conflict, but a date marking the end of ten years during which the United States Army fought or remained on constant alert in a continuing war. These films are scheduled for release from the Central Film and Equipment Exchanges beginning the week of May 23 and continuing through the week of June 6. Major market areas and TV stations should find receptive audiences throughout the first part of June.

Recruiters will recall that the three Korean War episodes featured war correspondents who sat with MSgt Stuart Queen, host, to help tell the stories. They were Jim Lucas, Scripps-Howard Newspaper Alliance; Bill Lawrence, *The New York Times*; and Brig General S. L. A. Marshall, military critic of *The Detroit News*.

Following the release of the Korean pictures, the series will issue new programs for three more weeks. Summer re-runs do not start officially until the week of July 4, 1960.



LABORATORY TECHNICIAN at work will be scene in "Tularosa Frontier" in BIG PICTURE series.



OLD PROSPECTOR type with burra is photographed for scene in "Tularosa Frontier."



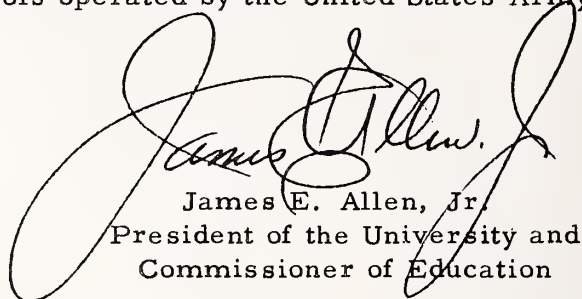
THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
OFFICE OF THE PRESIDENT OF THE UNIVERSITY
AND COMMISSIONER OF EDUCATION
ALBANY

April 15, 1960

The United States Army is to be highly commended for the educational opportunities which it offers to those in the Service and for its strong emphasis upon completion of high school by young people.

For young men, the fulfillment of the obligation for military service has become a normal and regular part of their adolescent experience. Since the needs of National Defense require this, it is fortunate indeed that the Army and the other Armed Services have developed programs of military education which extend rather than replace civilian schooling.

As the Army has emphasized repeatedly, the fulfillment of its mission requires educated men. The Army therefore wisely wishes to build its extensive program of training and education on the foundation of high school graduation. This is well expressed in its leaflet, "Straight Talk About Staying in School." I commend this leaflet to the attention of high school students, their teachers, guidance counselors and parents. Valuable also is the Army pamphlet for high school graduates entitled "The Secret of Getting Ahead," which describes Army schooling, courses, and life. The book, "Army Occupations and You," intended for high school guidance counselors and other civilian educators and for students, sets forth in nearly 300 pages the educational opportunities available in the more than one hundred technical schools operated by the United States Army.



James E. Allen, Jr.
President of the University and
Commissioner of Education

First U. S. Army has reproduced this commendation for distribution to high school guidance counselors and placement on bulletin-boards or other prominent locations. Doctor James E. Allen, Jr., a very prominent educator, and State Education Commissioner for the State of New York, endorsed the military educational program in this statement he signed in ceremonies in his Albany office. Doctor Allen's statement is being reproduced here for use of other Army areas.